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"F-W-R"
PLANTS

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"F-W-R"
PLANTS

F. W. ROCHELLE & SONS

RE-ROOTED VEGETABLE PLANTS

Vegetable Seed Trials
JUN 14 1932

OUR SPECIALTIES

Our great specialties are re-rooted field grown Cauliflower, Cabbage, Brussels Sprouts and Celery Plants.
We grow them by the million.
We raise our Cauliflower, Cabbage and Sprout plants every year on new ground.
Our plants are raised from the best seed, sown thin in rows and hoed liked onions.
They are given an average or more than 6 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.
We ship to all states East of the Mississippi River.
Will sell plants, if anyone wants to buy them that way, by the square foot figuring an average of six square inches for each plant.
We buy from the Danish Growers the finest strains of Cauliflower seed grown.
We grow Cauliflower ourselves for market, so we know exactly what each strain of seed will produce, and which are the earliest and finest strains.
We have tested strains of cabbage seed for 20 years and buy the best strains that can be bought.
We import from the Originator in France the Golden Self Bleaching and Giant Pascal Celery seed.
We ship only selected, re-rooted plants.

SAFE DELIVERY

We guarantee safe delivery of all plants and if any should be spoiled, we will replace them.

CAULIFLOWER PLANTS

READY MAY 15th to 20th

SUPER SNOWBALL
EARLIEST CATSKILL SNOWBALL
EARLY LONG ISLAND SNOWBALL
EXTRA EARLY ERFURT

We make a great specialty of Cauliflower Plants, buying the best seed only, sowing every 3 or 4 days from March to near the first of July, having a large supply of fresh plants always on hand.
We ship only fresh plants.
We have, we think, the largest sale of Cauliflower plants in the United States.
We received one year orders for 550,000 Cauliflower plants, in one day from members of the Long Island Cauliflower Association, or their neighbors.
We have sold out, about August 1st, all the Cauliflower plants we had, three separate years, to members of the Association, or their neighbors.
We have sold 190,000 plants in one year to one member of the Association.
We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.
We could only have this trade by supplying the highest grade of plants from the best seed.
Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the highest quality of plants from the best strains of seeds.
The general reasons why we have this very large trade are:
1—Because we buy and sow the highest quality of seed only.
We never sow an ounce of seed but the best.
2—We have had thirty years' experience and we know how to raise the finest grade of plants that can be grown.
3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.
We have never seen a cabbage maggot.
The Japanese Beetle is not in this part of the State.
4—To keep our Cauliflower, Cabbage and Sprout plants free from disease we have moved our plant fields 19 times in 30 years to NEW tracts of land.
We have never seen a Cauliflower, Cabbage or Sprout plant that had club-root.
The European corn borer and Gypsy moth are not in this part of the country.
5—We are located in the New Jersey Highlands, a cool situation, very favorable to Cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy Cauliflower and cabbage plants.
6—When you buy our plants you get not only pedigreed plants, but CLEAN plants.
You do not get cabbage maggots, corn borers, Gypsy moths or Japanese beetles to infest your land because there are no such things in this part of the country.
Neither do you get club-root, as our soil has sufficient lime to make it neutral and we grow plants on new grain land each year.

RE-ROOTED CAULIFLOWER PLANTS

(READY MAY 15TH to 20TH TO AUGUST 15TH)

(READY MAY 15TH TO 20TH TO AUGUST 15TH)				
SUPER SNOWBALL				
EARLIEST CATSKILL SNOWBALL				
EARLY LONG ISLAND SNOWBALL				
EXTRA EARLY ERFURT				
New Beds Every 3 or 4 Days.				
5,000	-----	\$20.00	300-----	\$2.00
1,000	-----	4.50	200-----	1.50
500	-----	2.50	100-----	1.00

FIELD GROWN CABBAGE PLANTS

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows.
Field Grown.—Ready May 15th to 20th to September.
Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.
GOLDEN ACRE
COPENHAGEN MARKET
ENKUIZEN GLORY
DANISH BALLHEAD (Short Stem)
DANISH ROUNDHEAD (Short Stem)
PENN. STATE BALLHEAD
MAMMOTH RED ROCK
RED DANISH STONEHEAD
SUCCESSION
SUREHEAD
ALL HEAD EARLY
EARLY FLAT DUTCH
ALL SEASONS
LATE FLAT DUTCH
DRUMHEAD SAVOY
EARLY JERSEY WAKEFIELD
CHARLESTON WAKEFIELD
EXPRESS (Earliest Roundhead)
ERESTLING (Earliest Pointed Head)

RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)				
All Varieties	per 1,000-----	\$2.00	200-----	\$1.20
	5,000-----	9.00	100-----	1.00
	500-----	1.50		
	300-----	1.40		

CELERY PLANTS---FIELD GROWN

CELERY PLANTS—Ready about July 1st to September 1st. 1,000,000 plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants.

RE-ROOTED FIELD GROWN CELERY PLANTS

(Mass of fine, new roots grown on them.)
FRENCH GOLDEN SELF-BLEACHING (French Seed).
(Imported by us from the French Originator of the variety).
EASY BLEACHING OR SANFORD SUPERB.
(We raised the first seed offered for sale of this strain for the Introducer—about 50 lbs.)
GOLDEN PLUME or WONDERFUL
WHITE PLUME (French Seed). Imported by us.
GIANT PASCAL (French Seed).
WINTER QUEEN, GOLDEN HEART, FORDHOOK, EMPEROR
All Varieties 1,000-----\$3.00 300-----\$1.50
500-----1.75 200-----1.25
100-----1.00

TOMATO PLANTS—FIELD GROWN

Ready June 1st
MARGLOBE, NEW STONE, MATCHLESS, GREATER BALTIMORE
Per 1,000-----\$3.00 Per 300 or less-----\$1.50
Per 500-----\$1.75

LONG ISLAND IMPROVED BRUSSELS SPROUTS

Ready May 15th to 20th to August 1st.
Per 1,000-----\$3.00 200-----\$1.25
500-----1.75 100-----1.00
300-----1.50

RE-ROOTED PLANTS

We have harvested 26 tons of cabbage per acre and sold \$526.89 worth of tomatoes from 876 plants, and \$140.42 worth from 148 plants. We have sold \$645 worth of celery from three-fourth of an acre.

Below are conditions necessary to get the largest yield:

1. Use a good strong soil.
 2. Plow down a good heavy sod and cross plow, or use plenty of stable manure or both.
 3. Use plenty of high grade fertilizer to feed the crop.
 4. Prepare the seed bed perfectly by plowing well and harrowing very fine.
 5. Use plants from the best strain of seed that can be had.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition.
 8. Spray to head off the enemies that may attack the crop.
- Use all of these means and success is certain.
We set no cauliflower, cabbage, sprout or celery plants but re-rooted ones.
Use the best plants and give them the best chance in order to make the biggest profit.

We originated re-rooted plants and our trade in them has grown so in the past fifteen years that practically all of our orders are for re-rooted plants.

PLANT DISEASES

In sections where cabbage, cauliflower and sprouts are raised in large quantities, year after year, different diseases and insects appear.

We are in a grain and hay farming section.

No large fields of truck are raised in this section.

But, to keep our plants free from disease of any kind, we have moved to new farm or tracts of land nineteen times in thirty years.

We thus keep our plants free from disease.

We could raise cheaper plants by buying cheaper seed, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think the people want cheap plants.

We think they want the best plants that can be raised so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get diseased.

We try to ship only honest plants.

Honest plants are not only plants that look good when you get them.

You may get nice looking plants, but plants that will not produce hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.

YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest heads of their kind.

Plant growers to be honest must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed growers of the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense, but that is the only way.

The only way to insure a BIG CROP is to require of the plant grower EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

NOTE—It was proved by the Maryland Experiment Station several years ago that Golden Self-Bleaching from French Seed does not become hollow stalked.

We have bought the originator's strain of French grown Golden Self-Bleaching seed for many years and have never seen or heard of a hollow stalk from the strain.

We import the seed direct from the originator.

We pay a high price for the seed, so have to ask a little more per 1,000 for the plants than are raised from cheap strains.

VEGETABLE GARDEN

(Copyright 1932 by F. W. Rochelle & Sons)

We supply a collection of Vegetable Plants which we call a "Vegetable Garden."

It consists of 32 varieties of plants, of 10 kinds of vegetables (300 plants) which may be planted 2 feet apart in a space about 30x40 feet, and which will continue to yield fresh vegetables from early summer to very late in the fall, and also give a good quantity of vegetables to store for winter.

The collection consists of the following 32 varieties of 10 kinds of vegetables in about the right amounts for advantageous use.

Plants of all the kinds are mixed up so they may be set out as they are received.

The early ones will mature early in the summer and be cut out, leaving more room for the late ones.

From early summer until winter sets in you may go and probably always find some vegetables ready for use.

Cauliflower—Catskill Snowball, Long Island Snowball, Super Snowball, Extra Early Erfurt. Cabbage—Golden Acre, Express (round), Erestling, (pointed), Early Jersey Wakefield, Charleston Wakefield, Copenhagen Market, Enkhuizen Glory, Early Flat Dutch, Succession, All Head Early, All Seasons, Danish Ballhead, Danish Roundhead, Penna. State Ballhead, Surehead, Late Flat Dutch, Drumhead Savoy, Red Danish Stonehead, Red Rock, Brussels Sprouts, Green Sprouting Broccoli, Kale, Dwarf Green Curled, Blue Curled Siberian, Swiss Chard, Collards, White Stem. Turnip—Golden Ball, Ruta Baga, American Purple Top Danish Bangholm, Kohl Rabi, Early White Vienna.

The plants will be in about the right proportion for family use.

One collection ----- \$1.75

Two Collections ----- 3.00

(Ready June 10th)

PARCELS POST, OR EXPRESS

We ship plants either by Parcels Post or Express, as ordered.

We ship mostly by Parcels Post unless plants are ordered sent by express.

Perhaps two-thirds of our customers for plants live within the first and second postal zones, making the postal charges low.

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Pennsylvania, more than half of the offices of New York State, a considerable portion of those in Massachusetts, Rhode Island, and Maryland, and some in Vermont and Virginia.

We can send postage "collect" same as express "collect."

NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

SAFE DELIVERY

We guarantee delivery in good condition or will replace plant if any are spoiled.

NO BUSINESS DONE ON SUNDAY—We do no business on Sunday or consider it in any way.

F. W. ROCHELLE & SONS

Chester, New Jersey